

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-7. (Cancelled)

8. (Previously presented) The method of claim 57, wherein the method further includes the steps of:

generating, using the product item identifier, product item information; and  
providing the product item information as part of the message.

9. (Previously presented) The method of claim 57, wherein the communication request is for sending a free message, the method further including the step of embedding advertising material within the message prior to forwarding the message.

10-32. (Cancelled)

33. (Previously presented) The method of claim 59, wherein the method further includes the steps of:

generating, using the product item identifier, product item information; and  
providing the product item information as part of the message.

34. (Previously presented) The method of claim 59, wherein the communication request is for sending a free message, the method further including the step of embedding advertising material within the message prior to forwarding the message.

35-47. (Cancelled)

48. (Previously presented) The method of any one of claims 57 and 59, wherein the product item identifier uniquely identifies the product item.

49. (Previously presented) The method of any one of claims 57 and 59, wherein the coded data is redundantly encoded.

50. (Previously presented) The method of claim 49, wherein the coded data is redundantly encoded using Reed-Solomon encoding.

51. (Cancelled)

52. (Previously presented) The method of any one of claims 57 and 59, wherein the coded data portions are substantially invisible to the unaided eye.

53. (Previously presented) The method of any one of claims 57 and 59, wherein the coded data portions are printed using infrared ink.

54-56. (Cancelled)

57. (Currently amended) A method of facilitating a communication using a product item, the product item including a surface having disposed thereon or therein coded data portions, each coded data portion encoding a product item identifier and position information identifying the position of the coded data portion on the surface of the product item, the method including the steps of:

receiving sensing data from a user device, the sensing data resulting from sensing one of the coded data portions and includes the product item identifier and position information of the sensed coded data portion;

retrieving, using the product item identifier, a description of coded data portions on the surface;

~~determining from mapping, using the description, the position information to that the sensing data is indicative of a communication request associated with a provider of the product item;~~

determining a provider address associated with the provider using the product item identifier;

~~providing to the user device the provider address;~~

receiving from the user device a message and a destination address;

sending the message and destination address to the provider address; and  
forwarding, by the provider, the message to the destination address.

58. (Cancelled)

59. (Currently amended) A method of facilitating a communication using a product item, the product item including a surface having disposed thereon or therein coded data portions, each coded data portion encoding a product item identifier and position information identifying the position of the coded data portion on the surface of the product item, the method including the steps of:

receiving sensing data, the sensing data resulting from sensing the coded data portions and includes the product item identifier and position information of the sensed coded data portions;

retrieving, using the product item identifier, a description of coded data portions on the surface;

mapping, using the description, ~~determining from the position information to that the~~  
~~sensing data is indicative of a communication request associated with a provider of the product item;~~

determining a provider address associated with the provider using the product item identifier;

extracting from the sensing data a message and a destination address;

sending to the provider address associated with the provider at least the message and the destination address; and

forwarding, by the provider, the message to the destination address.

60. (Previously presented) The method of claim 59, wherein at least one of the message and the destination is extracted from the sensing data through evaluating movement with respect to the surface of a sensing device used to sense the coded data portions.